

CASE STUDY



PROJECT DETAILS

Project Name:

Forest Ridge Senior
Community

Location:

Hales Corners, WI

Owner:

Wimmer Communities

Product Manufacturer:

County Materials
Corporation

Date:

2018

Key Products:

Heritage Collection™
Designer Concrete Brick,
Splitface CMUs

Heritage Collection™ Designer Concrete Brick Meets Design Goals for Senior Living Center

Solutions: Fire-resistant solution; readily available masonry products

Located in Hales Corners, WI, Forest Ridge Senior Community is a growing independent living facility that is committed to enhancing its residents' quality of life through unmatched services and amenities. When the community built its second addition, adding nearly 40 units to the property, project leaders relied on County Materials' Heritage Collection Designer Concrete Brick for its practical advantages and aesthetic appeal.

With resident safety and comfort as the project's primary design considerations, concrete masonry proved to be an ideal solution. Heritage Collection Designer Concrete Brick was specified for its high fire resistance and acoustic ratings. Concrete is one of the most reliable building materials in the event of a fire. It is commonly used in larger residential applications, as it protects residents. In addition to its safety benefits, concrete has superior acoustic ratings that are advantageous in fostering a quiet, peaceful living environment. Lastly, project leaders considered aesthetics. The units emulate the appearance of traditional brick with the proven service life and economic advantages of concrete masonry. Heritage Collection units proved to be unmatched in benefits and were ultimately chosen to meet the project's goals and reduce costs.

Continued on page 2.



County Materials worked with project leaders to find the concrete masonry solution that best suited their needs. With the help of County Materials, project leaders chose concrete masonry units that complemented the property's existing structures and gave the addition distinct character. Heritage Collection Designer Concrete Brick served as the project's base and was paired with Splitface banding to accent the structure's pop-outs and columns. County Materials' diverse line of readily available masonry products made finding a color and texture match simpler, helping the project progress on schedule.



//

Project leaders relied on County Materials' Heritage Collection Designer Concrete Brick for its practical advantages and aesthetic appeal.

//

